



### J.D. Power Awards Program and other Recognition Opportunities

For study subscribers, J.D. Power offers various forms of public recognition and promotional opportunities. These include award licensing for highest ranked companies in official award categories, customized newsletters, website ratings, and online microsites to promote client study performance.

#### To learn more:

Jessica Miller, 805-418-8917 or  
Jessica.Miller@jdpa.com

Dan Shapiro, 805-418-8537 or  
Daniel.Shapiro@jdpa.com

# 2016 U.S. Pharmacy Study

## The Challenge

Pharmacy customers are confronting trends such as industry consolidations, mandatory mail-order programs, and new forms of receiving service at the point-of-sale. How do pharmacy customers rate their experiences with these evolving drug distribution channels in the U.S.? How does the pharmacist impact satisfaction and sales? In what situations are cost, convenience, or customer service the most influential concerns?

## The Solution

The *J.D. Power 2016 U.S. Pharmacy Study*<sup>SM</sup> provides both retail and mail-order pharmacy executives with the information necessary to achieve better business outcomes by improving customer satisfaction. One of the most effective and economical ways to optimize marketing practices and maximize pharmacy profits is to provide service experiences that exceed customers' expectations. While other studies compare products sold, this study provides a framework to help pharmacies define where and how customer service experiences are working best and where there is room for improvement. Specific customer satisfaction areas addressed in the study include:

- Experience with pharmacist and non-pharmacist staff
- Pharmacy location and environment
- Shopping behavior, cross-purchasing, and purchase experience
- Impact of new service models on satisfaction
- Experience with prescription ordering and pick-up/delivery in retail, as well as ordering via mail
- Loyalty and purchase behavior dynamics, including integrated delivery systems
- Out-of-pocket price sensitivity and perceived value of prescription drugs
- Demographics, disease state, and customer profiles

## The Benefits

The study measures customer satisfaction with their pharmacy experience across major chain drug stores, mass merchandisers, supermarkets, and mail-order pharmacies. Study findings will allow you to:

- Determine critical factors that drive customer satisfaction with the retail and mail-order pharmacy experience
- Benchmark performance across key performance indicators
- Optimize the impact that pharmacists and non-pharmacist staff may have on the overall customer experience
- Compare performance of major pharmacy brands to provide retail and business-to-business customers with detailed information on which to base their retail, mail-order pharmacy, and PBM choices

# J.D. Power Products and Services

J.D. Power captures the opinions and perceptions of millions of consumers annually. Our benchmarks are accepted as the key performance indicators for their respective industries, and our solutions are used by companies worldwide to improve quality, satisfaction, and business performance. Consumers recognize and trust the J.D. Power brand.

Through an unmatched 360° view of the customer, J.D. Power can identify the multiple drivers of customer experience, measure and understand their impacts, and help you drive business results by monitoring and improving performance.



## Industry Benchmarks

J.D. Power benchmarks serve as key performance indicators for their respective industries. We bring transparency to how companies perform relative to their competitors on key drivers of performance. Industries served include:

- Automotive
- Financial Services
- Insurance
- Utilities & Infrastructure
- Travel
- Technology, Media & Telecom
- Healthcare
- Home Improvement
- ...and more

## Data & Analytics

J.D. Power's data and analytics are powered by the *Power Information Network® (PIN)*. PIN gathers millions of retail transactions covering 250 data points from more than 12,000 franchise dealerships across North America with updates daily.

- Automotive Industry and OEM Solutions
- Automotive Retail Solutions
- Automotive Valuations
- Automotive Media & Marketing Solutions
- Insurance—Total Loss Valuation
- Financial Services—Auto Lending: PIN Navigator



## Advisory Services

J.D. Power's advisory services leverage our proprietary benchmarks, analytics, models and our vast array of data. Our global team of experts are recognized as industry leaders.

- Customer Experience Management
  - Tracking
  - Contact Center Solutions
  - Mystery Shopping
- Automotive Product Consulting
- Automotive Retail Consulting
- Automotive Pricing & Incentives
- Automotive Media & Marketing

Learn more about J.D. Power products and services at [jdpower.com](http://jdpower.com)